

## National Showcase – Best in Show Rubric

Virtual Event:		Competitor(s) Member #			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Booth</b>					
Content – names, logos, and graphic are appropriate for a school-related function  Required elements: <ul style="list-style-type: none"> <li>Company name (if applicable)</li> <li>Logo (if applicable)</li> <li>Product Information (if applicable)</li> <li>Design features and booth components do not extend beyond the booth space and drape height.</li> </ul>	0	1 - 7	8 - 14	15 - 20	
Presentation: <ul style="list-style-type: none"> <li>Booth area is neat and clean.</li> <li>Attention-grabbing.</li> <li>Efficient use of resources.</li> </ul>	0	1 - 7	8 - 14	15 - 20	
Effective use of promotional materials, such as: <ul style="list-style-type: none"> <li>Flyers, Brochures, Banners, etc.</li> <li>Sample Merchandise</li> <li>Technology (computers, mobile devices, etc.)</li> </ul>	0	1 - 7	8 - 14	15 - 20	
<b>Professionalism</b>					
Competitor(s) are available for the entire time.	0			10	
Competitor(s) are professional and courteous to conference attendees	0	1 - 7	8 - 14	15 - 20	
Exhibit Hall attendees are encouraged to visit booth.	0	1 - 7	8 - 14	15 - 20	
<b>Communication</b>					
Clearly explains project to conference attendees.	0	1 - 7	8 - 14	15 - 20	
Correctly answers conference attendee questions.	0	1 - 7	8 - 14	15 - 20	
<b>Disqualifications</b>					
<ul style="list-style-type: none"> <li>Booth materials outside of booth area (including height)</li> <li>Inappropriate images or media</li> <li>Copyright violations of any kind (per BPA copyright rules)</li> </ul>	Violation ____ Yes ____ No Notes Regarding Violation:				
<b>Final Score (150 max)</b>					